

Please amend the application, without prejudice, as follows:

IN THE CLAIMS:

Please cancel claims 2, ~~12~~ and 13. Please amend claims 1, 10, and 11 to read as follows. The marked changes are shown on the attached pages entitled "Version with Markings to Show Changes Made".

1. A method for reporting rating information, comprising:
 - providing a database that stores a plurality of user profiles corresponding to a plurality of users, wherein each user profile comprises a set of personal information data;
 - wherein a first subset of users from the plurality of users have each submitted product/service rating data for at least one product or service; wherein the product/service rating data is stored in the user profiles in the database corresponding to the first subset of users;
 - receiving from a requesting user a request for rating information for a desired product/service, wherein the requesting user is one of the plurality of users;
 - identifying a first set of user profiles, wherein each of the users associated with the first set of user profiles has previously submitted product/service rating data for the desired product/service;
 - mapping the personal information data in the first set of user profiles along multiple dimensions to the personal information data in the user profile of the requesting user;
 - filtering the first set of user profiles to create a second set of user profiles, wherein the second set of user profiles includes a predetermined number of user profiles, such that the second set of user profiles includes those profiles that most closely mapped to

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the user profile of the requesting user along multiple dimensions;
and

determining whether the second set of user profiles is sufficiently similar to the user profile of the requesting user to satisfy a predetermined conformity requirement.

10. An apparatus that reports rating information, comprising:

- (a) a processor;
- (b) a memory that stores information under the control of the processor;
- (c) a database that stores a plurality of user profiles corresponding to a plurality of users, wherein each user profile comprises a set of personal information data;

wherein a first subset of users from the plurality of users have each submitted product/service rating data for at least one product or service; wherein the product/service rating data is stored in the user profiles in the database corresponding to the first subset of users;

- (d) logic that receives from a requesting user a request for rating information for a desired product/service, wherein the requesting user is one of the plurality of users;
- (e) logic that identifies a first set of user profiles, wherein each of the users associated with the first set of user profiles has previously submitted product/service rating data for the desired product/service;
- (f) logic that maps the personal information data in the first set of user profiles along multiple dimensions to the personal information data in the user profile of the requesting user;
- (g) logic that filters the first set of user profiles to create a second set of user profiles, wherein the second set of user profiles includes a

predetermined number of user profiles, such that the second set of user profiles includes those profiles that most closely mapped to the user profile of the requesting user along multiple dimensions; and

- (h) logic that determines whether the second set of user profiles is sufficiently similar to the user profile of the requesting user to satisfy a predetermined conformity requirement.

11. A computer program embodied on a computer-readable medium that reports rating information, comprising:

- a code segment that stores a plurality of user profiles corresponding to a plurality of users in a database, wherein each user profile comprises a set of personal information data;

- wherein a first subset of users from the plurality of users have each submitted product/service rating data for at least one product or service; wherein the product/service rating data is stored in the user profiles in the database corresponding to the first subset of users;

- a code segment that receives from a requesting user a request for rating information for a desired product/service, wherein the requesting user is one of the plurality of users;

- a code segment that identifies a first set of user profiles, wherein each of the users associated with the first set of user profiles has previously submitted product/service rating data for the desired product/service;

- a code segment that maps the personal information data in the first set of user profiles along multiple dimensions to the personal information data in the user profile of the requesting user;

- a code segment that filters the first set of user profiles to create a second set of user profiles, wherein the second set of user profiles includes

a predetermined number of user profiles, such that the second set of user profiles includes those profiles that most closely mapped to the user profile of the requesting user along multiple dimensions;
and
a code segment that determines whether the second set of user profiles is sufficiently similar to the user profile of the requesting user to satisfy a predetermined conformity requirement.

Please add claims 19-24 as follows.

19. A method for reporting rating information as recited in claim 1, further comprising:

repeating the filtering and determining steps if the second set of user profiles are not determined to be sufficiently similar to the user profile of the requesting user, wherein the predetermined conformity requirement is relaxed;

creating a set of rating information from product/service rating data from the database for the desired product/service, wherein the set of rating information is from the second set of user profiles; and
reporting the set of rating information to the requesting user.

20. A method for reporting rating information as recited in claim 1, further comprising:

repeating the filtering and determining steps if the second set of user profiles are not determined to be sufficiently similar to the user profile of the requesting user, wherein the predetermined number of user profiles is reduced;

creating a set of rating information from product/service rating data from the database for the desired product/service, wherein the set of rating information is from the second set of user profiles; and

reporting the set of rating information to the requesting user.

21. An apparatus that reports rating information as recited in claim 10, further comprising

logic that repeats the filtering logic and the determining logic if the second set of user profiles are not determined to be sufficiently similar to the user profile of the requesting user, wherein the predetermined conformity requirement is relaxed;

logic that creates a set of rating information from product/service rating data from the database for the desired product/service, wherein the set of rating information is from the second set of user profiles; and

logic that reports the set of rating information to the requesting user.

22. An apparatus that reports rating information as recited in claim 10, further comprising

logic that repeats the filtering logic and the determining logic if the second set of user profiles are not determined to be sufficiently similar to the user profile of the requesting user, wherein the predetermined number of user profiles is reduced;

logic that creates a set of rating information from product/service rating data from the database for the desired product/service, wherein the set of rating information is from the second set of user profiles; and

logic that reports the set of rating information to the requesting user.

23. A computer program embodied on a computer-readable medium that reports rating information as recited in claim 11, further comprising

a code segment that repeats the filtering logic and the determining logic if the second set of user profiles are not determined to be

sufficiently similar to the user profile of the requesting user,
wherein the predetermined conformity requirement is relaxed;
a code segment that creates a set of rating information from
product/service rating data from the database for the desired
product/service, wherein the set of rating information is from the
second set of user profiles; and
a code segment that reports the set of rating information to the
requesting user.

24. A computer program embodied on a computer-readable medium that reports rating information as recited in claim 11, further comprising
a code segment that repeats the filtering logic and the determining logic
if the second set of user profiles are not determined to be
sufficiently similar to the user profile of the requesting user,
wherein the predetermined number of user profiles is reduced;
a code segment that creates a set of rating information from
product/service rating data from the database for the desired
product/service, wherein the set of rating information is from the
second set of user profiles; and
a code segment that reports the set of rating information to the
requesting user.